

Global FM

World FM Day Task Group Brief, Scope and Outputs

(1/11/2020)

Purpose

World FM Day is an initiative of Global FM

The purpose of the Task Group is to prepare, plan and execute the activities to engage all GFM Members in the World FM Day (WFMD) celebrations.

The foundation of WFMD is to enable FMers to;

- Celebrate their successes,
- Showcase what they do in, and for, their respective organisations, clients and wider stakeholder groups,
- Recognise FMers efforts, outcomes and outputs amongst the stakeholder groups,
- Provide the opportunity and platform for FM to 'promote' the often 'invisible' FM efforts that are not necessarily recognised.

The date of WFMD is the second Wednesday of May each year. The reason for adopting this date is that following extensive research, it was identified that this week is clear of most international public and religious holidays. While the date selected reflects the Wednesday, it has become practice to encourage recognition of WFMD on any day or period during that week, however the main 'messaging' occurs on the Wednesday.

The recognition of World FM Day has become celebrated more increasingly as each year passes.

Celebrations vary in size and 'style'. It may be a morning coffee with an FM team, an Association lunch or event, or held alongside a Conference or educational forum.

Theme Development (annual)

There is the need for the development of a specific theme each year, reflecting 'FM issues of the day' as identified by the Task Group, as a 'call to action/reason' to celebrate the work of FMers. This enables others to learn more about FM and also for FMers to celebrate their profession or industry activities.

Graphics and Collateral Development & Production

- World FM Day logo

To focus on the activities of WFMD, a base logo has been introduced and the theme is then superimposed on the base logo. This enables 'brand' consistency and builds a common recognition of WFMD and its activities amongst participants.

- Translation of theme

When a theme has been identified and approved, it has been precedent to have the theme translated into a number of languages. This enables a broad use of the marketing collateral.

- Media Kit Development

A media kit is also developed for release to the media and Member Associations to commence raising the awareness across different countries and Associations where there are multiple country memberships.

- Development of collateral including Posters, email signature blocks, others as identified

Collateral of various forms is developed to distribution electronically to all GFM Members. It includes A4 and A3 posters that can be printed or used on electronic signage, email signature block highlights, WFMD logos in multiple languages to name a few.

Communications Plan

A Communications Plan is generally a handy tool to enable clear and transparent planning and distribution of messaging. An example of distribution utilized may include the following:

- Social Media
- GFM Website
- GFM Members
- Other Mediums

Events Recommendations

The Task Group would typically seek to give suggestions to the GFM Members as to the types of events that may be suitable for organisations to hold, or Member Associations may organise.

Sponsorship

The Task Group may also seek sponsorship at a Global FM level (not GFM Member Association level) to assist in any item requiring funding associated with WFMD. This would require Global FM Exec Committee approval before being formalised and agreement being executed.

Structure of Task Group

The membership of the Task Group has been for representatives of each GFM Member Association. The purpose is for each representative to act as an ambassador and to seek and provide feedback from their Association to enable active participation at Member Association level and promote through their Association websites and other media outlets.

- Members of the Task Group are typically FM professionals or industry participants rather than employees from Member Associations.
- A Convener is required to be nominated/selected to coordinate the meetings and lead the achievement of the required tasks and planning
- Meetings are held virtually. The direct cost of Zoom or other comms streams is reimbursed for this purpose is provided.
- Program development is required to ensure all activities are delivered against key dates in the lead up to WFMD.
- Time commitment has generally been a meeting on a monthly basis but may be required more frequently closer to the day. as a Task Group, with some direct contacts where specific tasks may require further planning/coordination. These meetings generally take place from November through to WFMD in May. Meetings can generally be managed within a one hour agenda. Time apart for the meeting would consist of up to a further 4 hours per month, however that is entirely dependent on the required contribution of each Task Group participant.
- Endorsement of GFM Exec Committee is required regarding theme before adoption and general planning targets. This is not to be seen as an impediment but rather to identify where further support may be required.